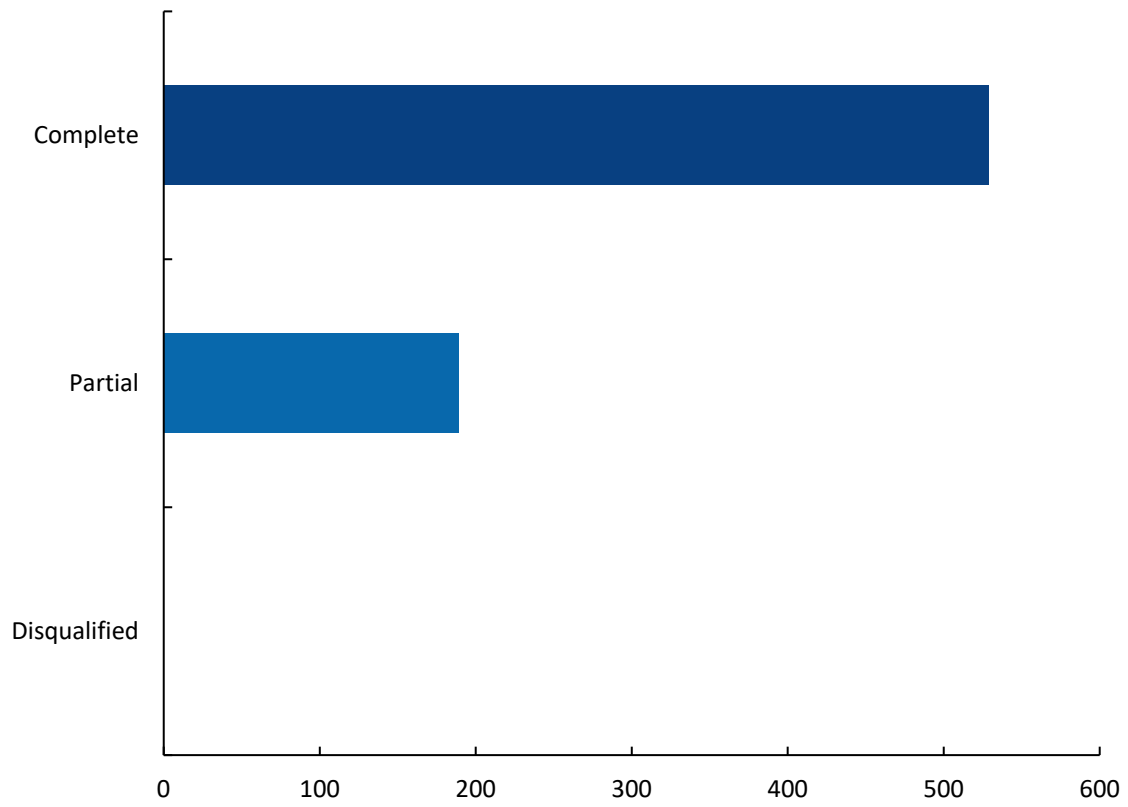


# **Report for Seafront and Marine Hall Questionnaire**

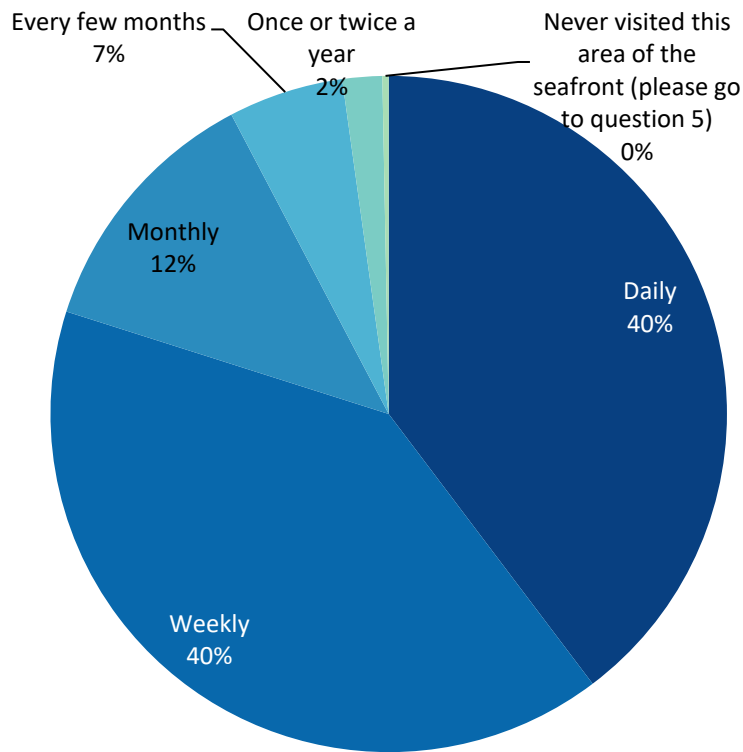
Seafront and Marine Hall Questionnaire

## Response Statistics



-	Count	Percent
Complete	529	73.7
Partial	189	26.3
Disqualified	0	0
Totals	718	-

## How often do you visit the seafront?



Value	Percent	Count
Daily	39.7%	230
Weekly	40.2%	233
Monthly	12.4%	72
Every few months	5.5%	32
Once or twice a year	1.9%	11
Never visited this area of the seafront (please go to question 5)	0.3%	2
-	Totals	580

## What brings you to this area of the seafront?

Value	Percent	Count
Activity e.g. dog walking, cycling, Parkrun	65.4%	378
Beach huts/bungalows	7.8%	45
Access to the beach / sea	61.2%	354
Marine Gardens	33.9%	196
Skate bowl	0.9%	5
Marine Hall events and shows	43.4%	251
Bowling	2.8%	16
Fishing	3.3%	19
Children's play area	19.0%	110
Leisure centre (YMCA)	32.2%	186
Splash Pad/Marine Splash	11.2%	65
The views	62.8%	363
Cafes/kiosks	42.7%	247
Public conveniences	12.8%	74
Free parking	35.3%	204
Other - write In	15.4%	89

## Considering the current seafront, what are its top three strengths?

### Text Analysis

Value	Percent	Count
Walking	28.6%	137
Views and outside space / gardens	74.9%	359
Access to area / beach	28.6%	137
FREE parking	22.3%	107
Facilities - Sports / swimming / YMCA	10.0%	48
Entertainment - marine hall / cafe	33.2%	159
Activities - play for kids	7.1%	34

**If the seafront area could be redesigned as a leisure destination, what should we consider?**

Value	Percent	Count
Children's play areas and water play	53.0%	304
Beach Huts e.g. increased access to day bookings, longer term bookings	43.2%	248
All weather pitches e.g. volleyball, football	29.3%	168
Beach and sea/watersport activities	54.0%	310
Formal gardens and seating areas	56.4%	324
Music, theatre/performance event spaces	65.5%	376
Community and art/gallery spaces e.g. bookable, versatile spaces	30.3%	174
Walking trails containing e.g. art, sculptures, signposted routes	53.1%	305
Retail units	25.3%	145
Food offerings e.g. restaurants	62.2%	357
Education centre e.g. marine focused	37.3%	214
Conference/ exhibition facilities	18.6%	107
Offices/bookable workspaces	6.3%	36
Swimming e.g. lessons, clubs, leisure	44.1%	253
Gym/Fitness	30.3%	174

<b>Value</b>	<b>Percent</b>	<b>Count</b>
Health and wellbeing sessions / support services e.g. physiotherapy, nutrition	33.3%	191
Spa facilities	36.1%	207
Indoor adventure e.g. climbing, escape rooms, laser tag, trampolines	43.2%	248
Adaptable and bookable space e.g. fitness, dance, party/events	22.3%	128
Indoor children's soft play	28.9%	166
Indoor sports e.g. football, badminton, tennis	23.9%	137
Indoor bowls	21.3%	122
Hire facilities e.g. bikes, trampers, beach activity	32.2%	185
Parking spaces/drop off points/cycling facilities	31.4%	180
Public transport links	46.0%	264
Other - write In (Required)	25.3%	145

**Considering the above, what would be your top three improvements for the seafront area?**

**Text Analysis**

<b>Value</b>	<b>Percent</b>	<b>Count</b>
PLAY - soft play / Laser / Splash park / family trails / sculpture trails / beach huts / childrens play area / crazy golf	39.5%	137
VISIT - Walking / cycling / Restaurant/ Cafe / Exhibition space / Art installations / events and festivals / wedding offer/community events/ music events	66.0%	229
MOVE - Swim / sport pitches / water sports / climbing / bike hire	23.1%	80
THRIVE - retail space / workshops and maker space / offices / community rooms / conference facilities	9.5%	33

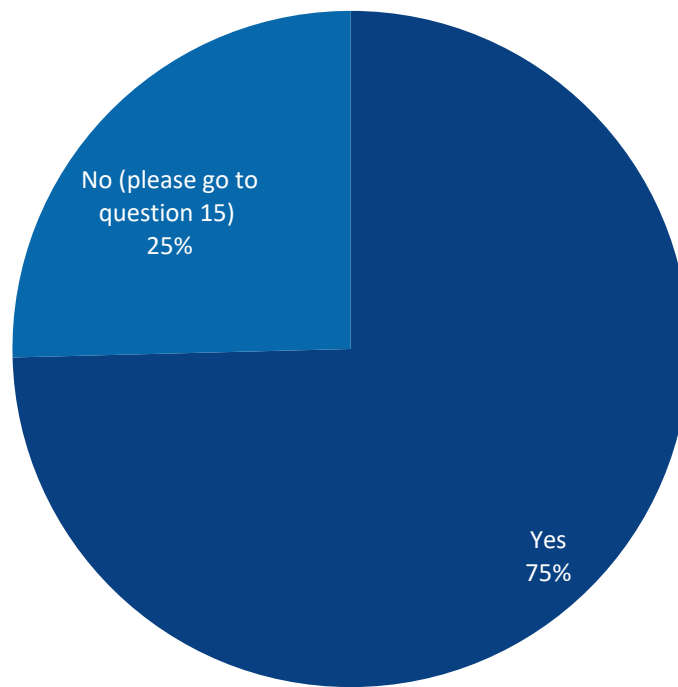


## Do you have any further comments?

### Text Analysis

Value	Percent	Count
Improve PLAY - soft / laser tag / splash water play / family or walking trail / beach huts / play area	10.4%	26
Improve VISIT offer	39.2%	98
Improve MOVE offer	12.4%	31
Change Parking offer	1.6%	4
Work on other areas / town centre / boating lake	10.0%	25
OFF TOPIC	33.2%	83

### Have you visited Marine Hall, Fleetwood in the last 12 months?

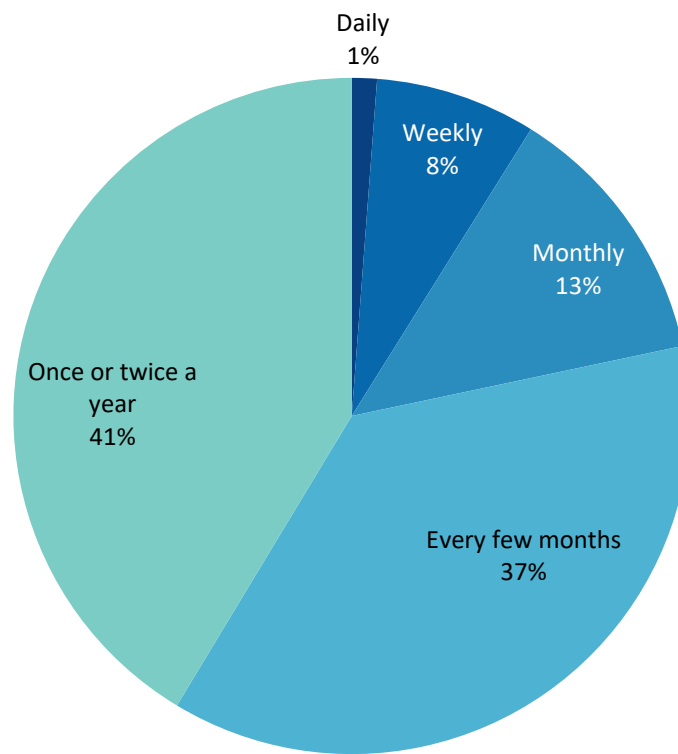


Value	Percent	Count
Yes	74.6%	391
No (please go to question 15)	25.4%	133
-	Totals	524

### And in that time, have you?

Value	Percent	Count
Visited Marine Hall as a member of an audience / the public	91.2%	375
Hired the venue	4.1%	17
Volunteered / worked at Marine Hall	4.1%	17
Performed at Marine Hall	7.1%	29
Other - write In	8.8%	36

## How often have you visited Marine Hall in the last 12 months or so?



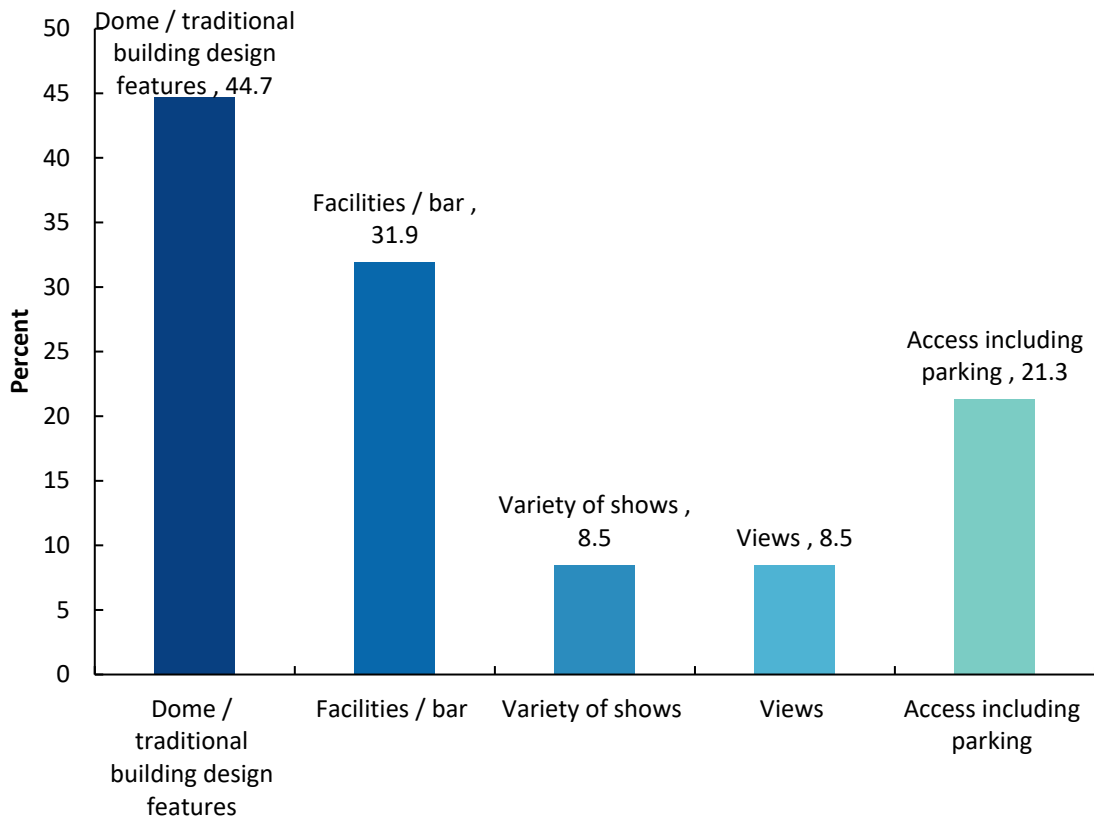
Value	Percent	Count
Daily	1.2%	5
Weekly	7.7%	33
Monthly	12.8%	55
Every few months	37.0%	159
Once or twice a year	41.4%	178
-	Totals	430

## Why did you visit the Marine Hall?

Value	Percent	Count
Community event e.g. singing group, tea dance	23.9%	102
Staged play or musical theatre	33.3%	142
Live music /theme night	38.6%	165
Dance Competition	4.2%	18
Wedding	5.9%	25
Festival e.g. food and drink, folk etc.	60.4%	258
Awards evening	4.4%	19
Comedy night	6.3%	27
Pantomime	14.8%	63
Tourist Information	26.9%	115
Other - write In	13.1%	56

## What do you like about the Marine Hall?

### Text Analysis



Value	Percent	Count
Dome / traditional building design features	44.7%	21
Facilities / bar	31.9%	15
Variety of shows	8.5%	4
Views	8.5%	4
Access including parking	21.3%	10

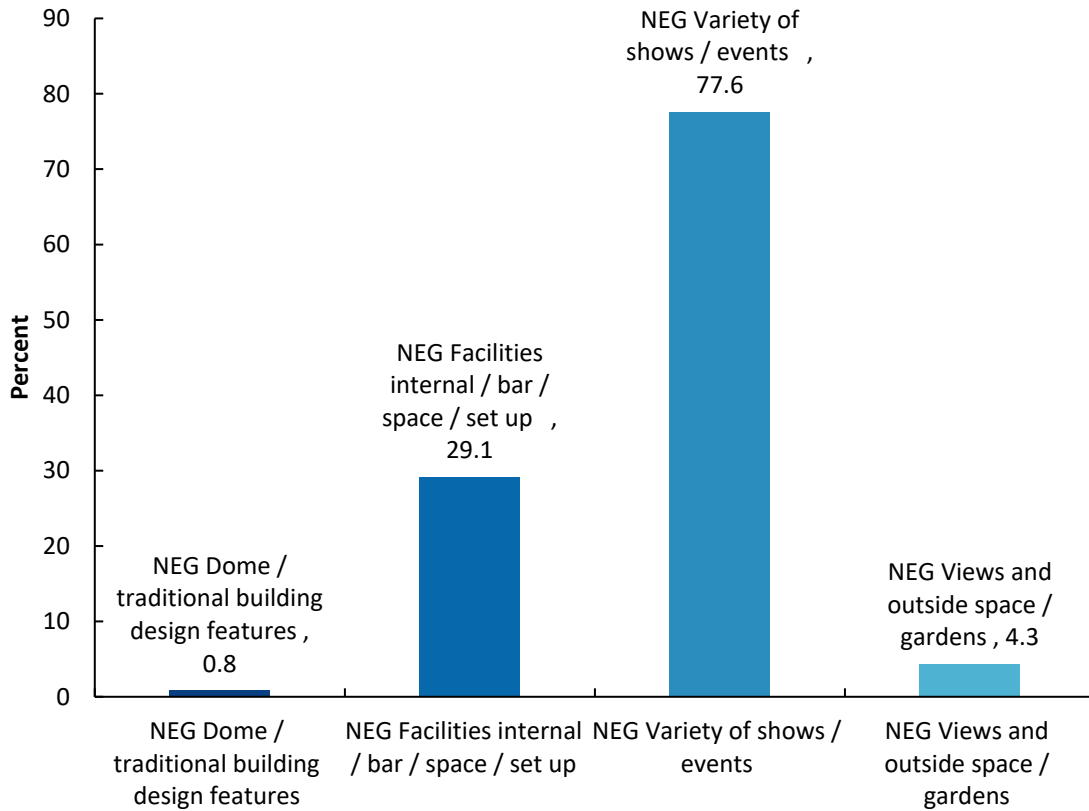
## What do you not like about the Marine Hall?

### Text Analysis

Value	Percent	Count
NEG Dome / traditional building design features	5.6%	13
NEG Facilities internal / bar / space / set up	66.2%	155
NEG Variety of shows / even	23.5%	55
NEG Views and outside space / gardens	6.4%	15
NEG Access to building including parking	6.0%	14

**Please tell us why you don't visit the Marine Hall and what, if anything, would encourage you to do so?**

**Text Analysis**

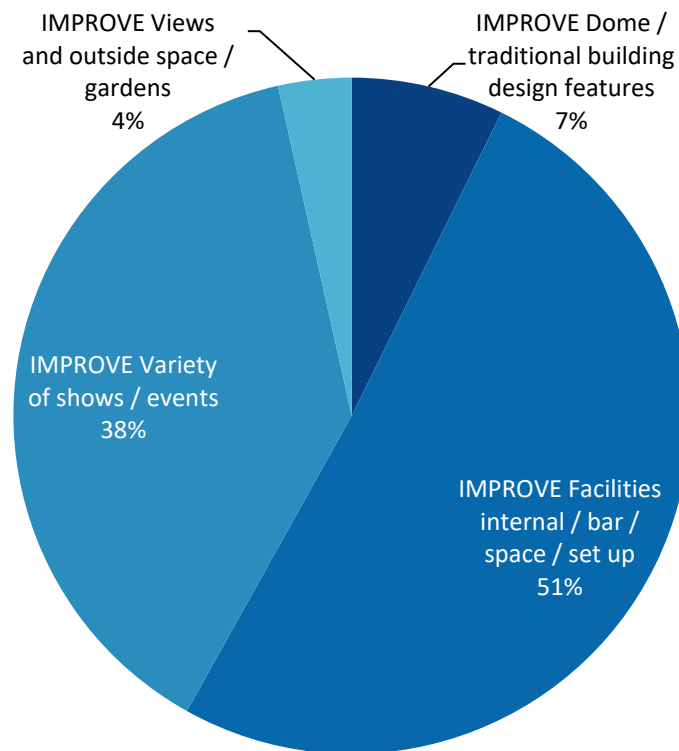


Value	Percent	Count
NEG Dome / traditional building design features	0.8%	2
NEG Facilities internal / bar / space / set up	29.1%	74
NEG Variety of shows / events	77.6%	197
NEG Views and outside space / gardens	4.3%	11



## What improvements to the facilities or offer would encourage you to visit the Marine Hall more often?

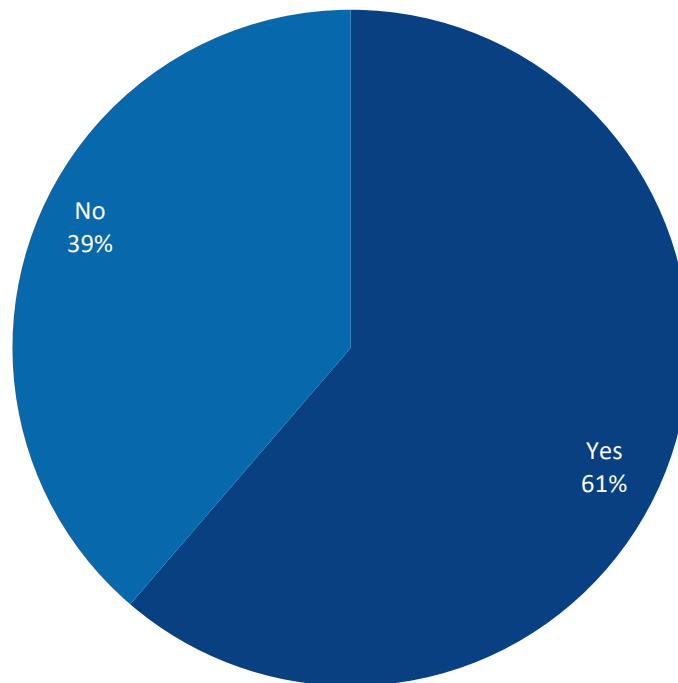
### Text Analysis



Value	Percent	Count
IMPROVE Dome / traditional building design features	7.3%	23
IMPROVE Facilities internal / bar / space / set up	50.8%	160
IMPROVE Variety of shows / events	38.4%	121
IMPROVE Views and outside space / gardens	3.5%	11
	Totals	315

The council currently operates and provides significant financial support for the Marine Hall. The preferred option to safeguard the future of the Marine Hall is to find a suitable alternative provider.

Do you think that this is the right approach? Examples of alternative providers could include, setting up an independent charitable trust, a community asset transfer, a commercial provider e.g. theatre specialist, etc.



Value	Percent	Count
Yes	61.3%	304
No	38.7%	192

